



# HONG KONG MEDIA LANDSCAPE

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# Country Overview

THE WORLD'S 8TH LARGEST TRADING ECONOMY



**CAPITAL**  
**City of Victoria**

**REGION**  
**Asia**

**GDP PER CAPITA**  
**\$58,165**

**GDP**  
**\$439.459 billion**

**POPULATION**  
**7,500,700**

**AREA**  
**1,106 km<sup>2</sup>**

Hong Kong's economy is characterized by free trade, low taxation and minimum government intervention.

It is also a major service economy, with particularly strong links to mainland China and the rest of the Asia-Pacific region.

Chinese and English are the official languages of Hong Kong. English is widely used in the Government and by the legal, professional and business sectors.

# Media Consumption Overview

TRADITIONAL MEDIA IS WELL ALIVE AND HERE TO STAY

Share of E&M revenue by segment: 2018 vs. 2024

Segment	2018 actual	2019 actual	Pre-COVID 2024 forecast	2024 forecast
Internet access	28.8%	31.8%	33.7%	34.5%
Internet advertising	13.2%	14.5%	17.9%	15.9%
TV and home video	12.2%	11.3%	8.7%	9.4%
B2B	9.4%	8.5%	7.6%	8.0%
Video games and esports	5.8%	6.1%	6.5%	7.3%
TV advertising	8.0%	7.2%	6.0%	6.1%
Newspapers and consumer magazines	9.0%	7.4%	5.0%	4.9%
Music, radio and podcasts	4.9%	4.3%	4.0%	4.2%
OTT video	1.9%	2.2%	3.1%	3.5%
Books	2.9%	2.8%	2.4%	2.6%
OOH	1.8%	1.8%	1.7%	1.8%
Cinema	2.1%	2.1%	2.0%	1.6%
VR	0.1%	0.1%	0.2%	0.2%



Digital is on a steady growth



Total TV households are 2,538,000



Radio maintains its position and is considered as a trusted source



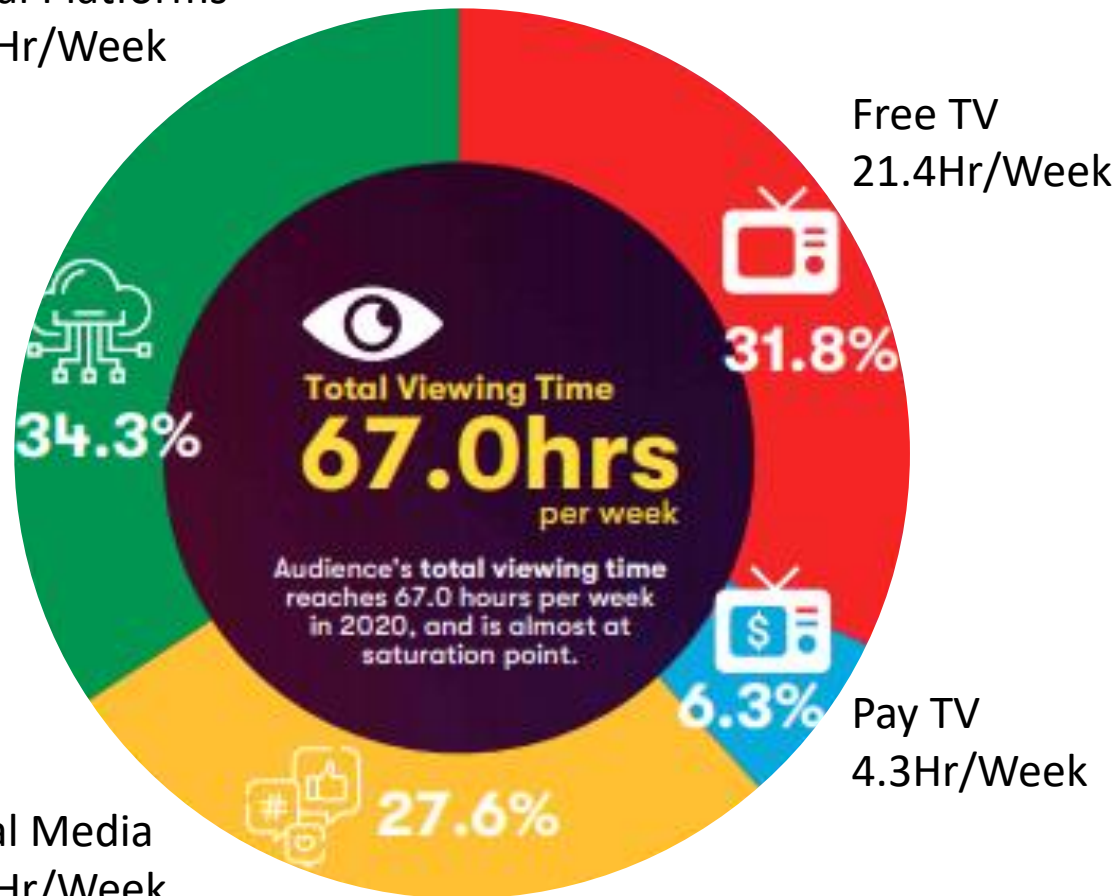
Print still holds ground with loyal readers

# TV Consumption

TV WAS UNDOUBTEDLY A TOP CHOICE OF IN-HOME ENTERTAINMENT IN 2020

## Overall Video Media Landscape 2020

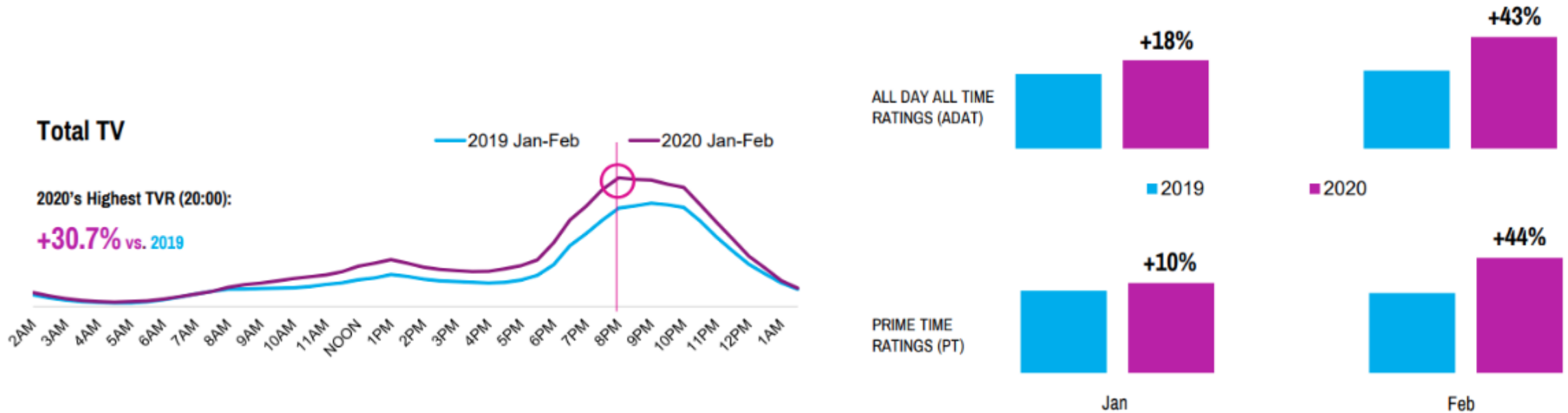
Digital Platforms  
23.0Hr/Week



- There are more than a dozen free-to-air TV channels, and hundreds more networks are available via multichannel and pay-TV platforms.
- News was the top TV genre, with ratings up 121% in January to February 2020 compared with the same time slot for the same period a year earlier. Non-news content was also popular, reporting a 20% uptick on ratings for the same time slot compared with a year ago.

# TV Consumption

TV SAW A DRAMATIC INCREASE IN VIEWERSHIP DURING PRIME TIME



# TV Consumption

## TOP BROADCASTERS IN HONG KONG



### TVB

Television Broadcasts Limited is a television broadcasting company based in Hong Kong. The company operates five free-to-air terrestrial television channels in Hong Kong, with TVB Jade as its main Cantonese language service, and TVB Pearl as its main English service.



### RTHK

Radio Television Hong Kong (RTHK) is the public broadcasting service in Hong Kong. It currently operates three television channels, and produces educational, entertainment, and public affairs programmes that are also broadcast on commercial television channels.

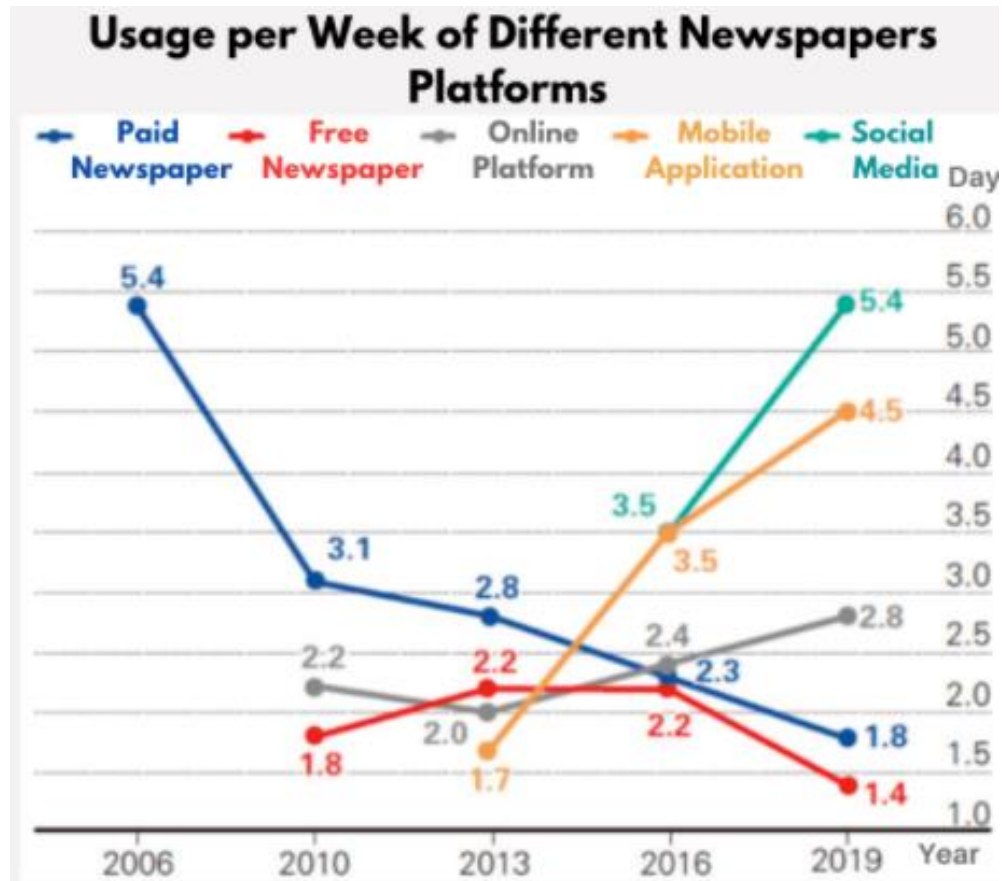


### HK Television Entertainment

Dedicated to bring Hong Kong audiences a huge variety of television entertainment, HK Television Entertainment Limited operates two free-to-air channels - Channel 99 ViuTV, the Chinese-language channel and Channel 96 ViuTVsix, the English-language channel.

# Print Consumption

PRINTED NEWSPAPERS ARE NOW COMPLEMENTED BY THE DIGITAL VERSION



- While reading newspapers is something Hongkongers cannot live without, a significant increase in the digital newspaper has resulted from the current pandemic and the fast growth of digital platforms.
- However, the way the traditional media handles news and information still strictly follows an inherent code and standards, meaning that facts are verified, and rumor-mongering is avoided.



# Print Consumption

## TOP PRINT TITLES



### **South China Morning Post** **Circulation: 100,000**

South China Morning Post (SCMP) is a Hong Kong based English language newspaper owned by Alibaba Group. In 2020, SCMP became the first news organization in Asia to join the Trust Project, a consortium of top news companies developing global transparency standards for credible journalism.



### **HK Economic Times** **Daily Circulation: 73,330**

The Hong Kong Economic Times is a financial daily newspaper in Hong Kong. The newspaper provides businessmen, executives, investors and professionals with up-to-date and relevant news, market information as well as analysis.



### **HK Economic Journal** **Circulation: 62,000**

The Hong Kong Economic Journal is a Chinese language daily newspaper published in Hong Kong. The newspaper mainly focuses on economic news and political issues.



# Radio Consumption

## TOP RADIO STATIONS



RTHK Radio 1  
Frequency: 92.6 FM

RTHK Radio 1 provides the latest news and thought-provoking talk shows in regards to politics, health and more.



RTHK Radio 2  
Frequency: 94.8 FM

RTHK Radio 2 is a broadcast radio station in Hong Kong, providing Youth Entertainment and Cantopop music.



RTHK Radio 3  
Frequency: 97.9 FM

RTHK Radio is hugely popular with the expat community and is known for talking about a variety of issues that affect the city.



Supercharged 881  
Frequency: 88.1 FM

The talk-based channel discusses current hot topics, weather, and finance. They also occasionally host guest speakers with interactive phone interviews, and even some cultural drama programmes.

# Digital Consumption

THE NUMBER OF INTERNET USERS IN HONG KONG INCREASED BY 1.9% BETWEEN 2020 AND 2021



# Digital Consumption

HONGKONGERS SPEND MOST OF THEIR TIME ON YOUTUBE

JAN  
2021

## TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB

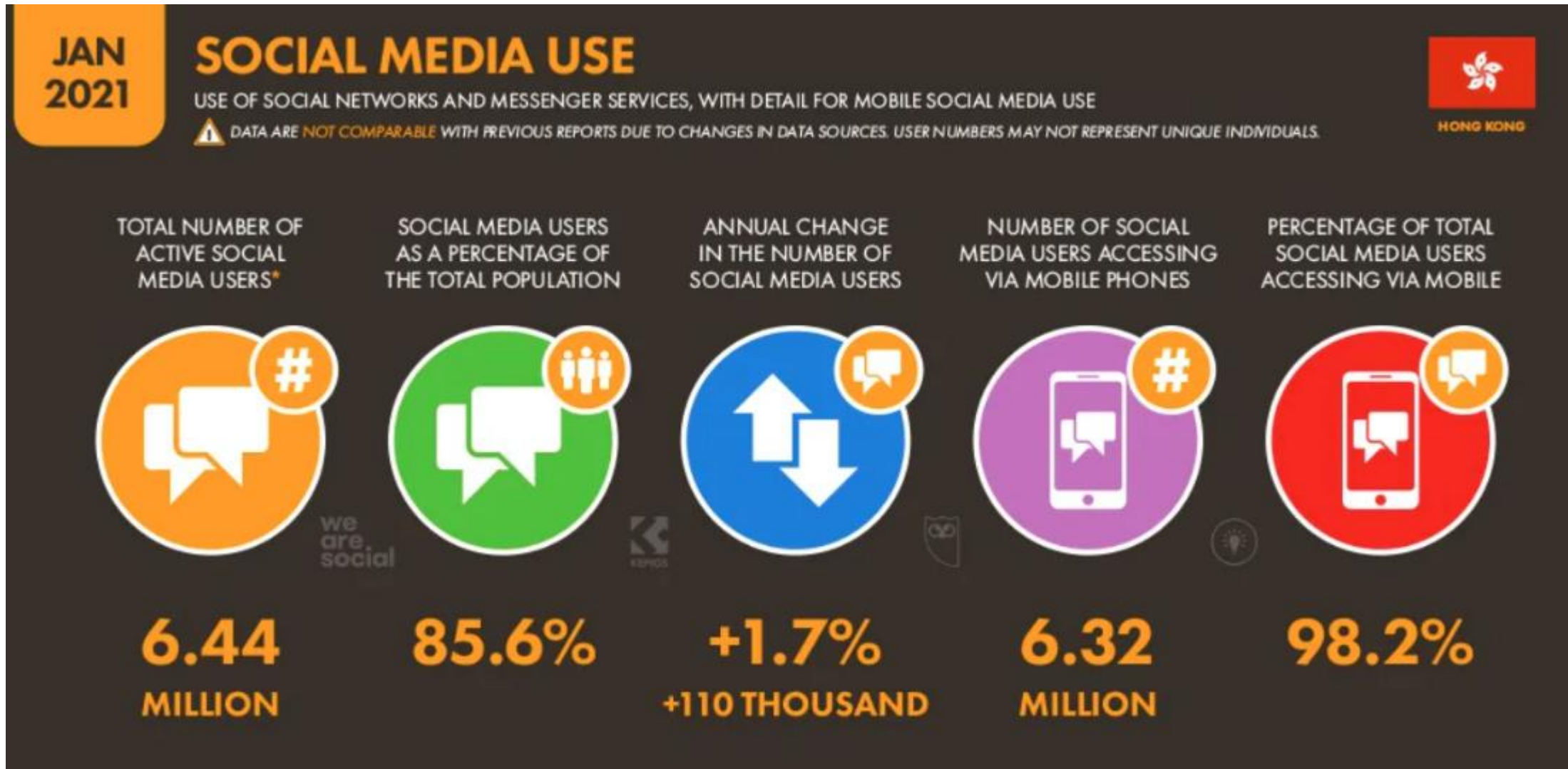


#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	368M	10.1M	11M 17S	9.2
02	YOUTUBE.COM	166M	7.34M	22M 17S	13.7
03	FACEBOOK.COM	103M	7.20M	8M 08S	5.9
04	YAHOO.COM	46.2M	5.06M	5M 36S	4.6
05	WIKIPEDIA.ORG	39.2M	5.53M	4M 08S	3.7
06	GOOGLE.COM.HK	29.2M	2.99M	8M 36S	15.9
07	BAIDU.COM	24.7M	3.37M	8M 34S	6.1
08	ON.CC	22.9M	3.01M	5M 44S	3.7
09	HK01.COM	21.9M	3.92M	3M 01S	4.1
10	INSTAGRAM.COM	20.5M	3.09M	7M 28S	13.8

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	WHATSAPP.COM	19.4M	2.06M	2M 43S	1.4
12	HKJC.COM	18.8M	1.42M	9M 36S	11.7
13	LIHKG.COM	17.7M	1.50M	15M 23S	15.1
14	APPLEDAILY.COM	17.2M	2.94M	4M 49S	2.6
15	TWITTER.COM	15.7M	2.64M	8M 28S	11.5
16	BILIBILI.COM	15.3M	1.91M	13M 21S	6.7
17	HKET.COM	13.7M	3.32M	2M 32S	3.5
18	ZOOM.US	13.6M	1.95M	4M 07S	3.0
19	QQ.COM	13.0M	3.21M	3M 58S	2.5
20	TAOBAO.COM	12.6M	2.44M	10M 08S	10.0

# Digital Consumption

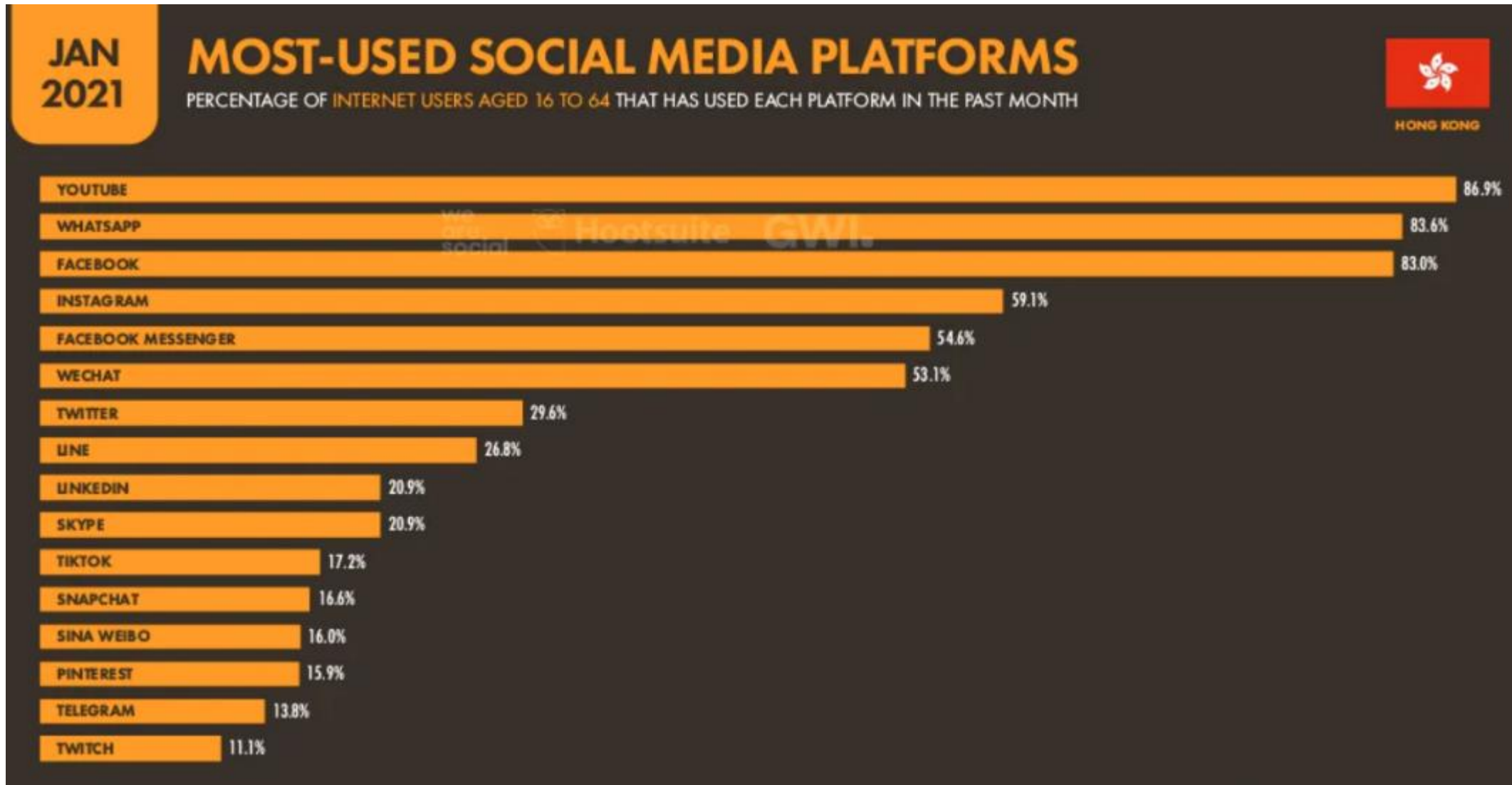
THE NUMBER OF SOCIAL MEDIA USERS IN HONG KONG INCREASED BY 1.7% BETWEEN 2020 AND 2021





# Digital Consumption

YOUTUBE, FOLLOWED BY WHATSAPP WERE THE MOST CONSUMED SOCIAL MEDIA PLATFORMS



# Outdoor Sites

## ST. JOHN'S BUILDING, CENTRAL (CT4)



Location: 33 Garden Road, Central  
(Lower Façade of St. John's Building)

Format: L-shape back-lit billboard

Size:  
41.4m(W) x 2.7m(H)

No. Of Screens: 1



# Outdoor Sites

## STICKER – CENTRAL BUILDING (CT10)



Location: 1-3 Pedder Street, Central

Format: Building Wrap

Size:  
67m(W) x 10.8m(H)

No. Of Screens: 1



# Outdoor Sites

## PEDDER BUILDING



Location: 12 Pedder Street, Central

Format: Billboard

Size:  
8.75m(W) x 16.7m(H)

No. Of Screens: 1

# Outdoor Sites

## CHATER GARDEN (CT8ABCD)

Location: 12 Chater Road, Central

Format: Front-lit  
Billboard

Size:

CT8A : Approx. 3.6m W  
x 14.6m H

CT8B : Approx. 3.6m W  
x 9.2m H

CT8C: Approx. 9.4m W  
x 10.7m H

CT8D: Approx. 9.4m W  
x 5.2m H

No. Of Screens: 4





# Outdoor Sites

## WORLDWIDE HOUSE



Location: 19 Des  
Voeux Road Central

Format: LED Screen

Size:  
8m(W) x 6.4m(H)

No. Of Screens: 1

# Let's Discuss

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